



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 569900 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/15/12 - 10/21/12		<u>Estimate #</u> 11636
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/15/12	10/21/12	M-F 5a-530a	5a-530a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$175.00			
N 2	13	10/15/12	10/21/12	M-F 530a-6a	530a-6a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$175.00			
N 3	13	10/15/12	10/21/12	M-F 6a-7a	6a-7a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$375.00			
N 4	13	10/15/12	10/21/12	M-F 7a-8a	7a-8a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$375.00			
N 5	13	10/15/12	10/21/12	M-F 8a-9a	8a-9a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11111--				5	\$375.00			
N 6	13	10/15/12	10/21/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$325.00			
N 7	13	10/15/12	10/21/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$325.00			
N 8	13	10/15/12	10/21/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$150.00			
N 9	13	10/15/12	10/21/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$150.00			
N 10	13	10/15/12	10/21/12	M-F 11a-12p	11a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$175.00			
N 11	13	10/15/12	10/21/12	M-F 3p-4p	3p-4p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount		
												Totals		
												Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 12	13	10/15/12	10/21/12	M-F 4p-5p	4p-5p		:30			NM	1	\$200.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	M-----				1	\$200.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 13	13	10/15/12	10/21/12	M-F 5p-530p	5p-530p		:30			NM	5	\$1,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	11111--				5	\$300.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 14	13	10/15/12	10/21/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	11111--				5	\$400.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 15	13	10/15/12	10/21/12	Su 5p-530p	5p-530p		:30			NM	2	\$700.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	-----S				2	\$350.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 16	13	10/15/12	10/21/12	FOX X Factor Wednesday	7-9p		:30			NM	1	\$2,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	--W----				1	\$2,800.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 17	13	10/15/12	10/21/12	M-F 9p-1005p	9p-1005p		:30			NM	5	\$7,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	11111--				5	\$1,500.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 18	13	10/15/12	10/21/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	-----S-				1	\$800.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 19	13	10/15/12	10/21/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	-----S				1	\$1,500.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 20	13	10/15/12	10/21/12	M-F 1005p-1035p	1005p-1035p		:30			NM	1	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	M-----				1	\$400.00					
												Totals	56	\$26,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	56	\$26,700.00	\$22,695.00
Totals	56	\$26,700.00	\$22,695.00

Signature: _____ Date: _____

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Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

11636

Contact: Kent Carbon
Email: kent.carbon@fox13now.com

Phone: 801-532-1300
Fax: 801-536-1334
Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KSTU 5a News	EM	M-F		\$175.00	1	1	1	1	1			5
5:00 AM 5:30 AM		30		\$875.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 5:30a News	EM	M-F		\$175.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30		\$875.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 6a News	EM	M-F		\$375.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30		\$1,875.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 7a News	EM	M-F		\$375.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30		\$1,875.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 8a News	EM	M-F		\$375.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30		\$1,875.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Saturday 7a News	EM	Sa		\$325.00						1		1
7:00 AM 9:00 AM		30		\$325.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Sunday 7a News	EM	Su		\$325.00							1	1
7:00 AM 9:00 AM		30		\$325.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Live with Kelly	DT	M-F		\$150.00				1				1
9:00 AM 10:00 AM		30		\$150.00								
Dr. Oz	DT	M-F		\$150.00					1			1
10:00 AM 11:00 AM		30		\$150.00								
KSTU 11a News	DT	M-F		\$175.00		1						1
11:00 AM 12:00 PM		30		\$175.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Judge Judy	EF	M-F		\$200.00		1	1	1	1			4
3:00 PM 4:00 PM		30		\$800.00								
Dr. Oz	EF	M-F		\$200.00	1							1
4:00 PM 5:00 PM		30		\$200.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 8:31:40 AM

KSTU-TV

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suzannel@mediastrategies.com



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

Contact: Kent Carbon

Email: kent.carbon@fox13now.com

Phone: 801-532-1300

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KSTU 5p News	EN	M-F		\$300.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30		\$1,500.00								
KSTU 5:30p News	EN	M-F		\$400.00	1	1	1	1	1			5
5:30 PM 6:00 PM		30		\$2,000.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Sunday 5p News	EN	Su		\$350.00							2	2
5:00 PM 5:30 PM		30		\$700.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
X-Factor	PT	W		\$2,800.00			1					1
7:00 PM 9:00 PM		30		\$2,800.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 9p News	LN	M-F		\$1,500.00	1	1	1	1	1			5
9:00 PM 10:00 PM		30		\$7,500.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Saturday 9p News	LN	Sa		\$800.00						1		1
9:00 PM 10:00 PM		30		\$800.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Sunday 9p News	LN	Su		\$1,500.00							1	1
9:00 PM 10:00 PM		30		\$1,500.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Seinfeld	LF	M-F		\$400.00	1							1
10:00 PM 10:30 PM		30		\$400.00								
Station Gross Totals					\$26,700.00	10	10	10	10	2	4	56

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 8:31:40 AM

KSTU-TV

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